

CONNECTICUT MEAT, FOOD PRODUCERS AND PROCESSORS SURVEY

Please indicate which of the following subjects would interest you:

- 1) Primary species of interest to you. (Please rank them 1-6, with one indicating the greatest interest.)
 - a) Beef _____
 - b) Pork _____
 - c) Lamb _____
 - d) Chevron _____
 - e) Poultry _____
 - f) Other _____
- 2) Processing
 - a) Meat cutting
 - 1) Fabrication for food service accounts _____
 - 2) Fabrication for retail accounts _____
 - 3) Maximizing carcass utilization _____
 - b) Advanced processing
 - 1) Cured products _____
 - 2) Smoked products _____
 - 3) Ground or emulsified products _____
 - 4) Cooked ready to eat products _____
 - 5) Shelf stable products _____
 - c) Product presentation
 - 1) Packaging _____
 - 2) Labeling _____
 - 3) Shelf life _____
 - 4) Distribution/delivery _____
- 3) Marketing
 - a) Identifying a market _____
 - b) Building a supply _____
 - c) Pricing your product _____
 - d) Developing/training a sales staff _____
- 4) Business planning
 - a) Business structure _____
 - b) Developing the plan _____
 - c) Obtaining capital _____
- 5) Knowing your customer
 - a) How to determine the product attributes that are of primary importance to your customer _____
 - b) Help in determining what your customer considers an equitable price for your product _____
 - c) Problem solving and dispute resolution _____
 - d) Innovative solutions to the challenges of competition _____

- 6) Regulatory issue
- a) Licensing requirements
 - b) Regulated activities
 - c) Understanding HACCP
- 7) Building a relationship with a processor
- a) The impact that your proposed product may have on the processor
 - b) Negotiating risks associated with product loss due to processor error
- 8) Additional comments? Do you have specific needs that you would like to have considered?

Please feel free to write a paragraph or two describing your business, why it is successful and/or where you would like to make improvements.

In order to update our database, please fill in the following information. Thanks.

Name_____Farm Name_____

Address_____Town_____Zip_____

Telephone_____Fax_____Email_____